

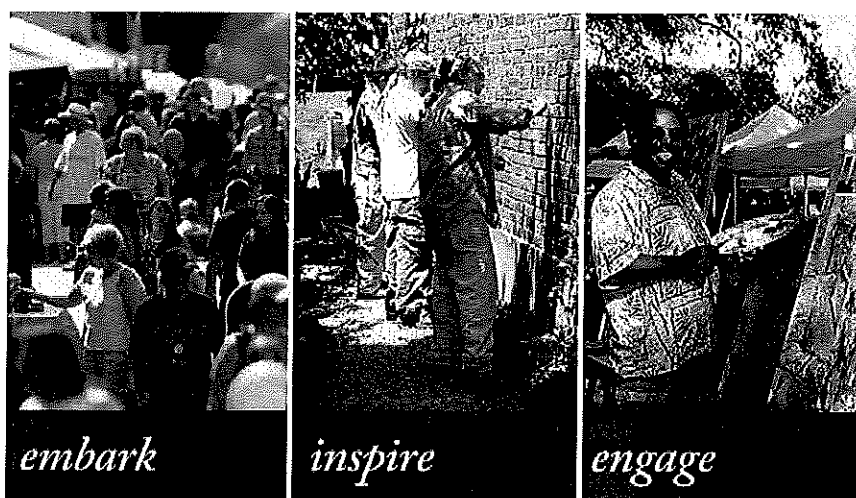
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Preservation Month 2014: New Age of Preservation: Embark, Inspire, Engage.



May is Preservation Month! As in years past, the National Trust for Historic Preservation encourages preservation and Main Street organizations to use this month-long opportunity to showcase how they are celebrating and saving historic places year-round. This year's theme, "New Age of Preservation: Embark, Inspire, Engage," is meant to excite your current supporters and introduce new audiences to the work you're doing to enrich and preserve the places that make your community special.

The list of Preservation Month activities is as endless as your imagination. But here are a few ideas to get you started.

Embark

Community Service Opportunities: Possible projects might include a clean-up day at a local house museum or along a historic Main Street. Consider partnering with other local nonprofit organizations in your area to sponsor the event. This will allow you to forge new relationships to build on in the future and will also provide an opportunity to attract new volunteers that may not be familiar with your organization or site.

Inspire

Demonstration Projects: Many people who own a historic property enjoy learning more about restoration techniques and new products. Consider hosting lectures, workshops, or demonstrations for historic homeowners. Topics might include how to select appropriate paint colors, proper methods to repair older windows, plant choices for historic garden styles, or ideas for improving energy efficiency in older homes.

Engage

Special Events: Host a walking tour, wine tasting at a historic site, open house, living history events, and special exhibits for your members and potential new members and supporters. Sponsor a photography contest and post the photos on your website or ask folks to send in letters about their favorite local landmark. Don't forget to take advantage of social media. Encourage attendees to use Instagram, Pinterest, and Twitter to share photos and spread the word. The official hashtag for Preservation Month 2014 is #presmonth.

While this year there is no formal Preservation Proclamation, we encourage you to write your own, and share your events using the hashtag. Don't forget to post your pictures in our Preservation Month Flickr group.

Download shareable graphics here for use in your publications and online outreach:

- 1 "Embark, Inspire, Engage" header
- 1 "Embark" shareable
- 1 "Inspire" shareable

• "Engage" shareable

So go ahead, run with it, and remember -- Embark, Inspire, Engage.



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The National Trust for Historic Preservation, a privately funded nonprofit organization, works to save America's historic places.

2600 Virginia Avenue NW, Suite 1000, Washington, DC 20037
P 202.588.6000 T 800.944.6847 F 202.588.6038

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